

Exhibit “A”

Marketing Plan Presentation

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Presented To:

BullionSharks



Agenda

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Brand Overview & Goals

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KPI

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Roadmap

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2 months Action Plan

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Marketing Channels

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Optimization Examples

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Company Overview & Goals

**\$30M+ business
(\$5M in e-commerce). ----> \$100M Goal in 1-2 years**



- Increase lead generation at the top of the website funnel.
- Ensure a steady flow of high-quality leads.
- Enhance the performance of sales channels, including advertisements and SEO.
- Improve conversion rates to maximize the value from existing leads.
- Boost customer lifetime value (LTV) and implement impactful upselling techniques.
- Establish new marketing channels to expand reach.
- Optimize the website for better user engagement and conversions.
- Scale direct-to-consumer (DTC) and online revenue streams.
- Implement robust KPI reporting to track progress and results.

Key Performance Indicators

KPI # 1

INCREASED ORGANIC TRAFFIC

KPI # 2

INCREASED CONVERSION RATE

KPI # 3

2X REVENUE IN 12 MONTHS

KPI # 4

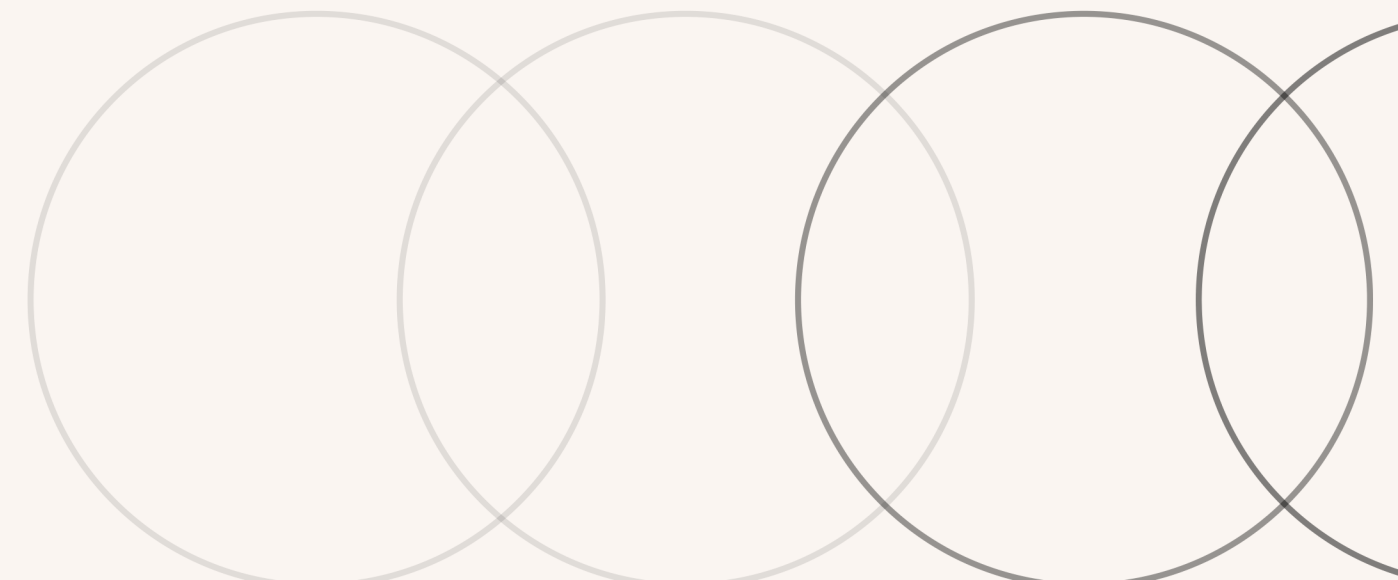
HIGHER LTV

KPI # 5

LOWER CAC

KPI # 6

LOWER BOUNCE RATE



Roadmap

2x in 12 months = continuous growth by 6% MoM or 25% quarterly (by Dec 2023).

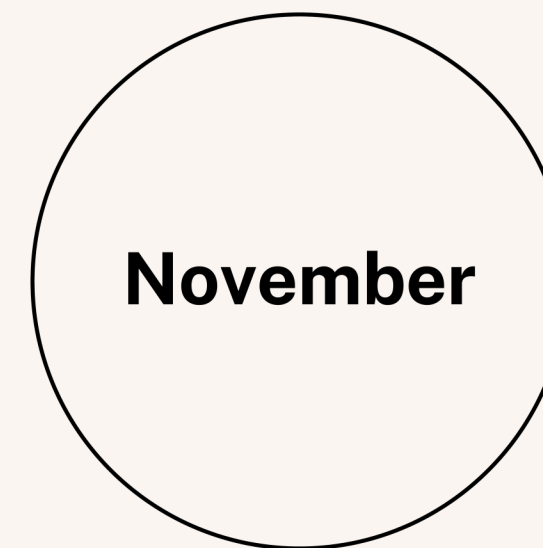
audit & set up



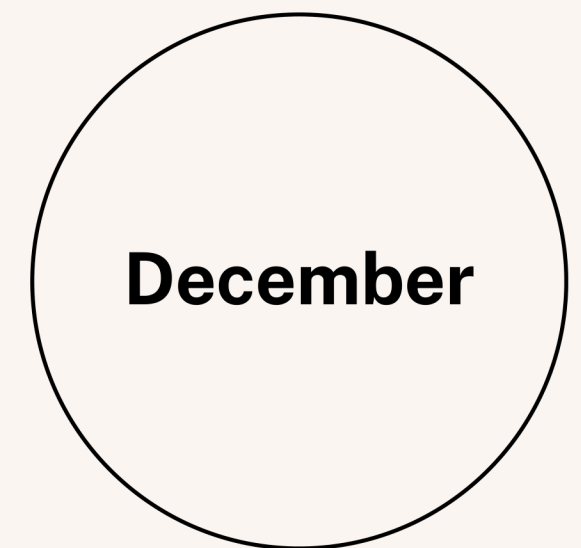
clean up



scale



redifine



Evaluation
Audit
Consolidation
Channels set up
Detailed Action Plan

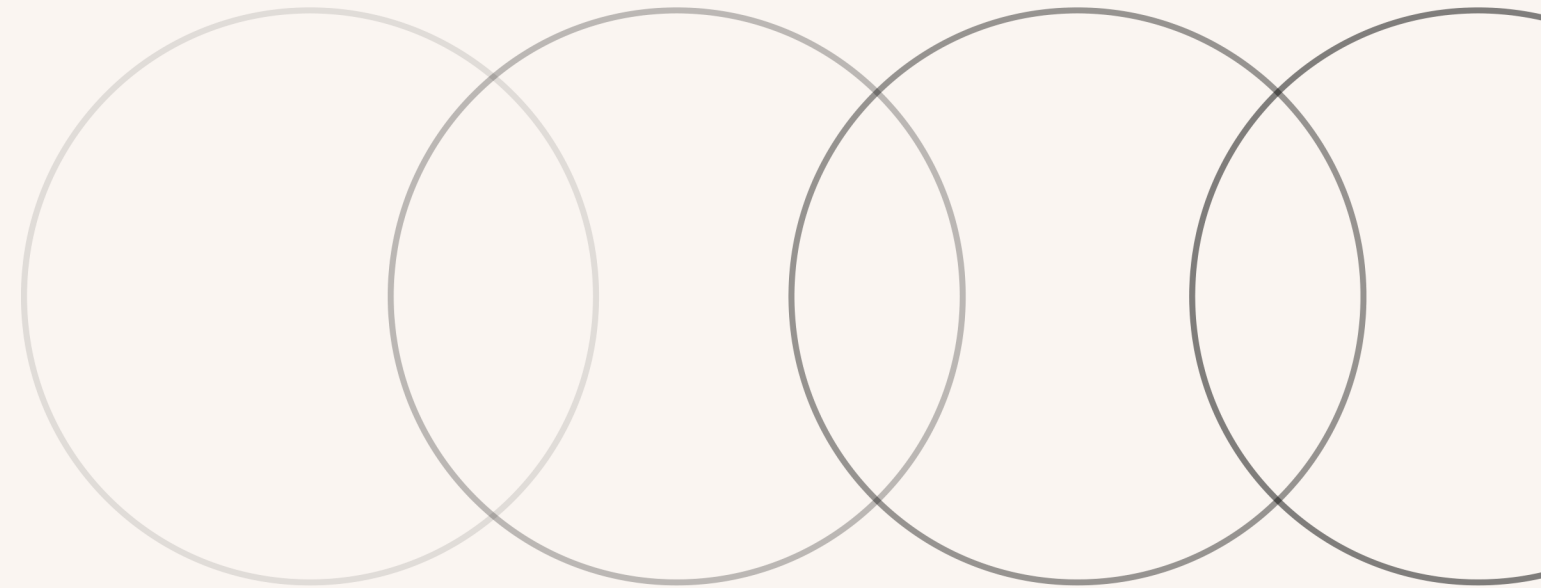
Paid Campaigns
Optimization

100% SEO Best
Practicies

Holiday Season
Strategy &
Execution Across
all the mediums

2024 Bullion
Distribution
Strategy Across all
the mediums

ACTION PLAN



Understanding “Point A”

Gather existing information across the board:

Result: consolidated and organized “point A” overview, a compiled list of the software needed.

Time line: 1-2 days

- Website
- Social Media channels
- Auction app
- Existing paid ads channels
- List of software used & Their Price
- Current marketing budget
- List of KPIs being measured
- Existing strategy and marketing operations plan

Conduct a thorough audit (1-2 weeks) part 1

SEO Audit

Result: well defined current SEO landscape & execution plan

Timeline: 1-2 days.

- Gather and analyze the scope of issues and identify growth opportunities, group issues by type and sort down starting from the most critical ones. Set priorities and deadlines for the issues to be resolved.

*some of them will need to be fix immediately, others can be added to the backlog and tackled through out couple months.

Paid Ads Audit

Result: identify areas of improvemnt, detailed action plan

Timeline: 1 day

Conduct a thorough audit, part 2

Email Marketing Audit

Result: defined email marketing plan

Timeline: 1 day

- Analyze current email marketing strategy
- Set up website emails, affiliate emails, eBay emails
- Create a template
- Create a structure/ email send out strategy

Social Media Audit

Result: defined social media plan

Timeline: 1-2 days

- Analyze current social media scape
- Take KPI measures
- Understand our audience
- Create a plan to monetize the audience

Marketplace audit

Result: marketplace optimization & opt - in useful features

Timeline: 1-2 days

App Audit

Result: defined improvement action plan

Timeline: 1-2 days

Inventory Audit

Result: clear understanding of inventory turnover

Timeline: 1-2 days

- Consolidate website inventory
- Understand the priority & demand of items sold
- Understand what makes us money
- Align website front page & keyword strategy

Marketing Channels

Email & Text marketing

Website & ebay nl

Social Media Marketing

Tiktok, IG, Fb, Youtube, Reddit,
CoinCollect, WhatNot, LinkedIn,
Twitter

Paid Ads

Google, Bing, Socials

Affiliate marketing

eBay partner program
Walmart partner program

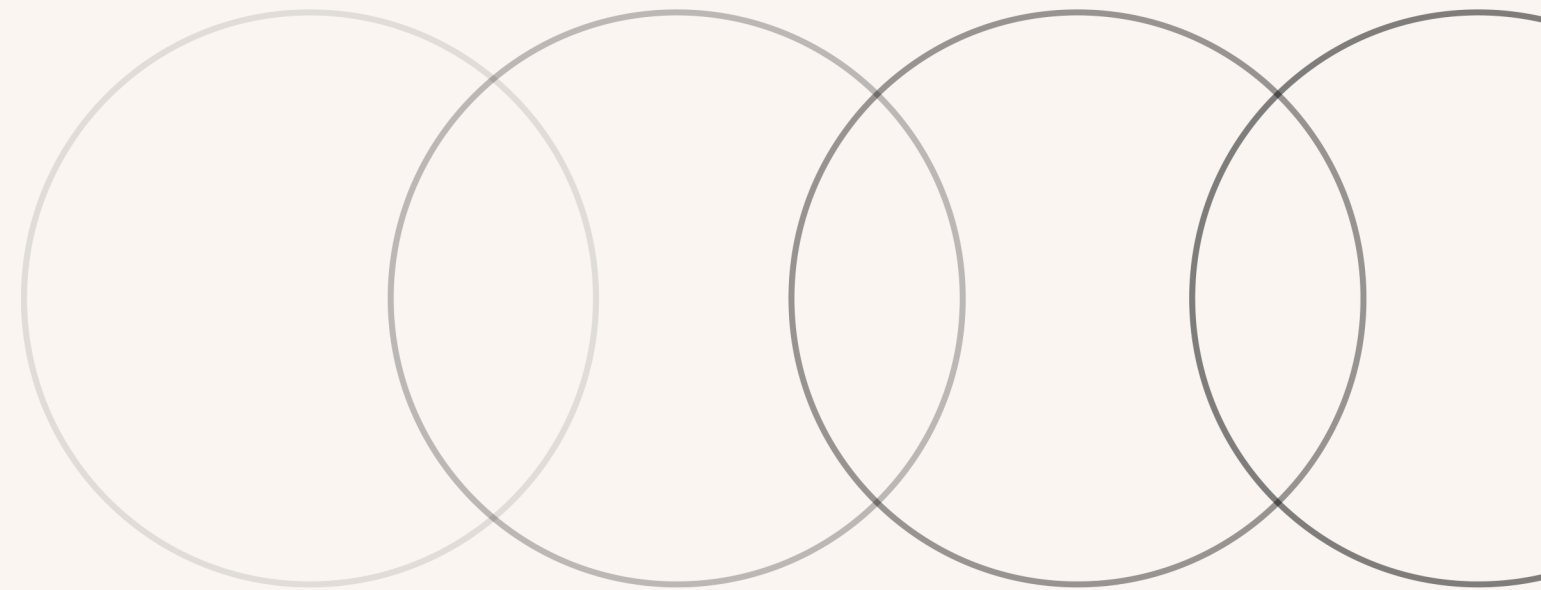
SEO

off page SEO
on page seo
technical SEO

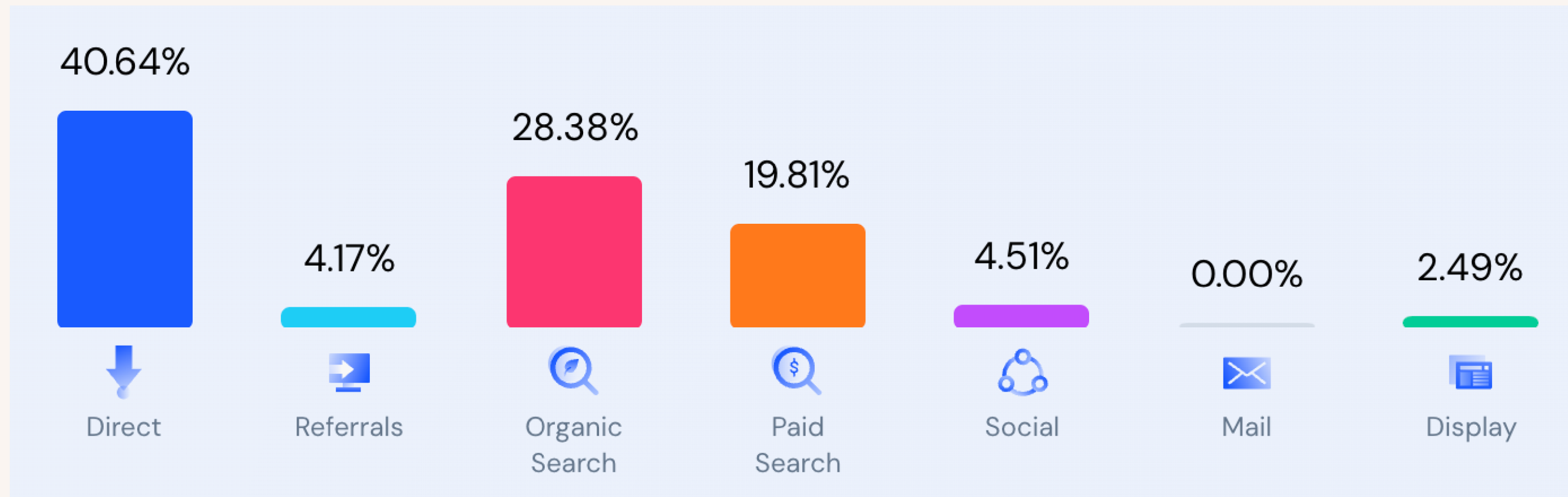
Market Place

eBay / Walmart / WhatNot

OPTIMIZATION OPPORTUNITIES EXAMPLES



Current Marketing Distribution:



Opportunities:

- high direct traffic gives us an opportunity to scale conversions by improving UXUI
- great social presence gives us opportunity to monetize our audience by building a better defined funnel
- email marketing lower than industry benchmark (5%), improving that we will increase revenue significantly

Current email marketing

We can increase conversion rate by:

- adding branding and category buttons
- include call to action, a "buy now" button
- add extra description for rare items
- add auction sign up



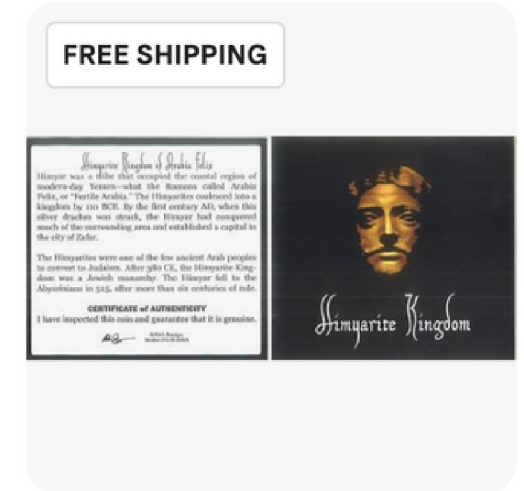
Bullion Shark
bullionsharks.com/modern-rare-coins/



Roman AE of Victorinus (AD 269-271) NGC (VF)
\$58.95



Roman AE Antoninianus of Quintillus (AD270) NGC...
\$79.95



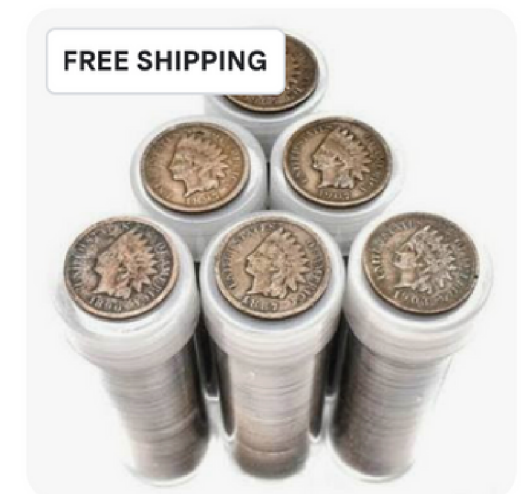
Arabia Felix, Himyarites 1st Century (NGC Slab) (VF)
\$157.95



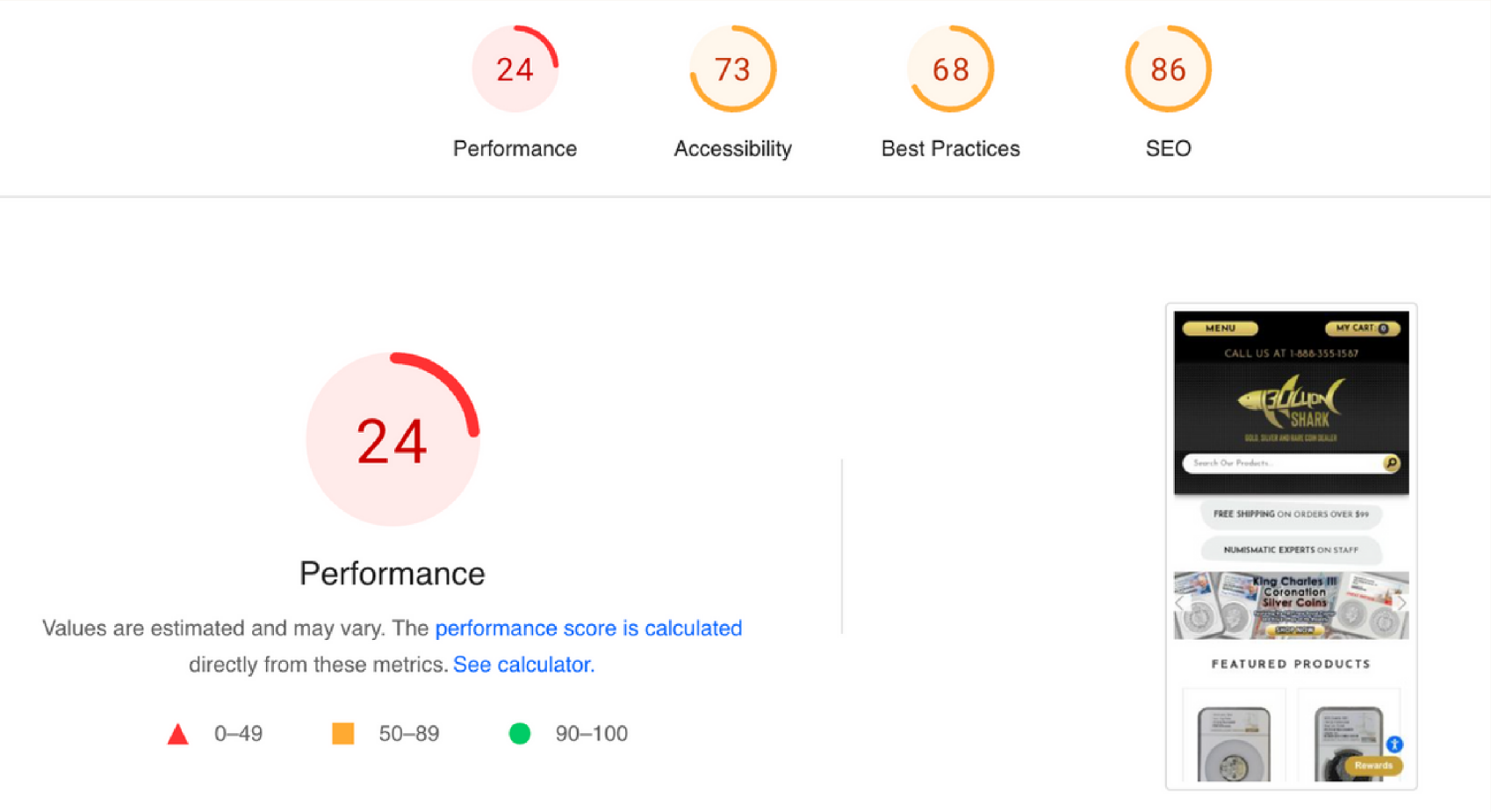
1995-D Mint Error Lincoln Cent NGC MS66...
\$3,037.50



The Smallest Gold Coin Ever: Bele of Vijayanagara...
\$19.95



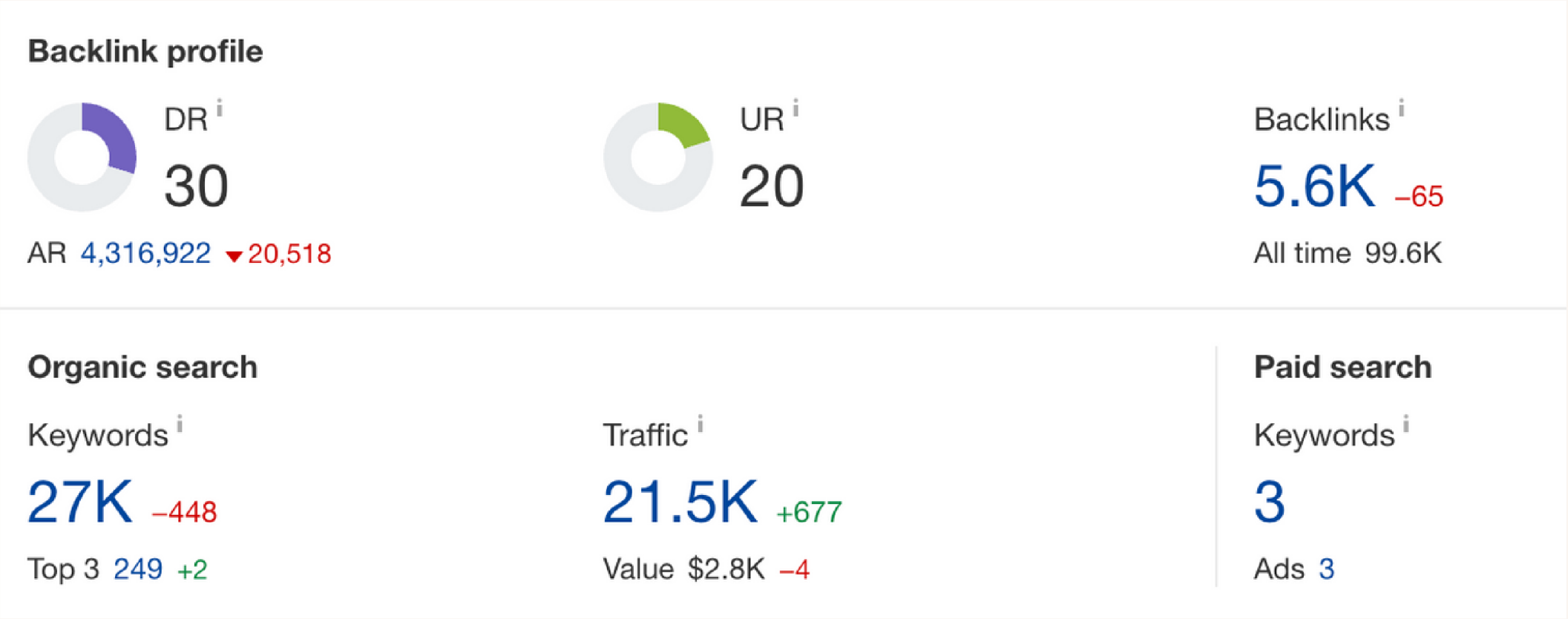
1859-1909 Indian Head Cent (Roll of 50)
\$104.95



Current Technical SEO overview

Better performing websites are shown higher in search

higher backlink profile - higher the authority and hence the rank

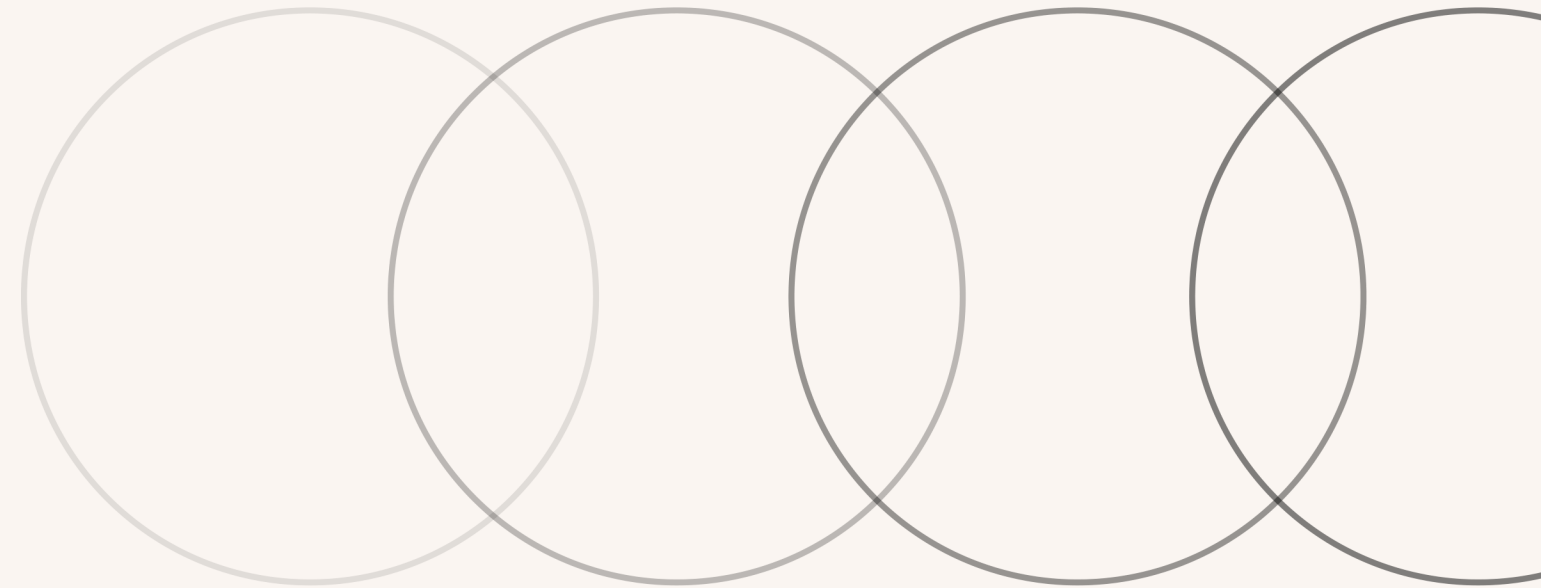


Current Organic KWs overview

Website ranks on page 2 for a high search volume keywords, high revenue potential when moved to positions #1-5 and paired with sellable items.

Keyword	SERP feature	Volume	KD	CPC	Organic traf	Current pos	Current URL
bullion	Featured snippe	26000	83	1.27	13	13	https://bullionsharks.com/
quarters worth money	People also ask,	18000	24	0.28	70	15	https://bullionsharks.com/blog/Rare-State-Quarters
morgan silver dollar	People also ask,	17000	39	0.3	1	17	https://bullionsharks.com/classic-rare-coins/dollars/r
valuable pennies	Featured snippe	14000	41	0.08	2	14	https://bullionsharks.com/blog/top-100-pennies-wort
1942 penny	People also ask,	9900	10	0.06	0	17	https://bullionsharks.com/blog/how-much-is-a-1942-
rare pennies	Sitelinks, People	8500	31	0.21	0	15	https://bullionsharks.com/blog/pennies-worth-money
what pennies are valuable	Featured snippe	8100	44	0.12	60	15	https://bullionsharks.com/blog/top-100-pennies-wort
1941 wheat penny value	People also ask,	6100	6	0.15	34	12	https://bullionsharks.com/1941-wheat-penny/
1945 penny value	Featured snippe	6000	7	0.08	44	11	https://bullionsharks.com/blog/how-much-is-a-1945-
most valuable penny	Featured snippe	5000	39	0.04	3	14	https://bullionsharks.com/blog/top-100-pennies-wort
1942 penny value	Featured snippe	4800	11	0.12	0	16	https://bullionsharks.com/blog/how-much-is-a-1942-
how much is a 1944 penny worth	Featured snippe	4600	14	0.18	0	17	https://bullionsharks.com/blog/1944-wheat-penny-va
1942 wheat penny value	Featured snippe	4300	10	0.07	26	13	https://bullionsharks.com/blog/how-much-is-a-1942-
1945 penny	People also ask,	4100	6	0.05	0	14	https://bullionsharks.com/blog/how-much-is-a-1945-
penny rim errors	People also ask,	4100	4		41	14	https://bullionsharks.com/blog/penny-errors-to-look-
silver nickel years	Featured snippe	4000	17	0.71	27	11	https://bullionsharks.com/blog/what-year-did-they-st
silver nickels	Featured snippe	4000	13	0.57	18	16	https://bullionsharks.com/1942-1945-wartime-silver-
rare quarters	Sitelinks, People	3500	24	0.28	0	17	https://bullionsharks.com/blog/Rare-State-Quarters
quarters that are worth money	Sitelinks, People	3400	24	0.12	27	15	https://bullionsharks.com/blog/Rare-State-Quarters

Thank you!





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